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PRESS RELEASE

Philanthropy is Untapped Resource for NGOs

Independent research shows over two-thirds of Macedonians donate

There is a culture of giving in Macedonia, according to research conducted by the Center for Institutional Development (CIRa) and the independent research company BSC Estek. A majority of individuals and companies reported a positive attitude towards donating.

But half of the donations from both individuals and businesses are given directly to individuals and less than 5% of the surveyed population reported having donated to NGOs. NGOs are reluctant to solicit funding from the public, leaves that an untapped source of support.

More than two-thirds of the surveyed individuals and nearly all interviewed companies have donated money or materials to address community needs. It appears that the difficult economic situation is not a major obstacle for philanthropic behavior: only 42% stated this as the primary reason for not donating.

The top findings of the research are:

- Of those surveyed, 70% said they have donated to address community needs.
- Non-governmental organizations (NGOs) are rarely the beneficiaries of the donations; 76% of individuals surveyed have never been asked for a donation by an NGO, yet 49% report willingness to donate to them.
- The majority of interviewed businesses reported willingness to financially support their communities and NGOs.
- Only 10% of the surveyed population reported volunteering, but 33% stated they would volunteer in the future.

Volunteering has been an underutilized form of philanthropy so far in Macedonia. Only 10% of the surveyed population has reported volunteering, and 46% said they never considered it. Nevertheless, respondents across all sectors suggested that the culture of volunteering can be improved.

NOTES TO EDITORS:

The *Philanthropy Research in the Republic of Macedonia*, compiled in September 2006, was conducted by the Center for Institutional Development (CIRa) and BSC Estek, as part of USAID's Civil Society Strengthening Project (CSSP). CSSP is implemented by the Institute for Sustainable Communities (ISC). The study is based on data gathered from a national survey, community focus groups, and interviews with a representative sample from five localities in the Republic of Macedonia.

The American people, through USAID, have invested more than \$450 million in Macedonia since 1993. More than 20 projects worth \$30 million a year are currently being implemented. These projects are designed to support Macedonia's transition to a free market-based, multi-ethnic democracy. They include initiatives to accelerate economic growth, develop democratic institutions, and educate citizens for a modern economy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>

Copies of the research can be downloaded from: www.isc.org.mk and www.cira.org.mk